



CONTACT 404-331-0121
office@scoreatlanta.org
CONTACT 770-253-2270
billkovack@hotmail.com

SCORE BUSINESS COUNSELORS OPEN FIFTH LOCATION

Newnan-Coweta Chamber Office to Serve Small Business Growth

The explosive growth of small businesses south of Atlanta has prompted the Atlanta chapter of the SCORE Association to open a counseling desk at the Newnan-Coweta chamber of Commerce. The Atlanta chapter currently has offices in downtown Atlanta, North Fulton, Cobb and Gwinnett chambers of commerce. The 40-year-old all-volunteer organization is made up of retired and active business executives who lend their considerable expertise to counseling entrepreneurs free of charge as a resource partner of the U.S. Small Business Administration (SBA).

“The Chamber is delighted to expand its existing services to small businesses by welcoming SCORE to the team,” said Newnan-Coweta Chamber of Commerce President Candace LaForge. “The new Small Business Center will strengthen the Chamber’s support to small businesses by providing increased access to advice and information.”

SCORE counselors address virtually all small business concerns from startup through ongoing operations, including business plan preparation, funding documentation, lender advice, business organization, cash-flow management, marketing, sales, and strategic planning.

SCORE counselors will be sharing duties with Small Business Development Center (SBDC) advisors from West Georgia College already working at the chamber. SBDCs likewise counsel under SBA auspices.

SCORE will begin serving the business community Thursday, September 9th. Initially, counseling will be available Tuesday and Thursday by appointment only at the chamber offices: 23 Bullsboro Drive, Newnan. Those wishing to see a counselor may call the chamber at 770-253-2270 or fill out a request online at www.scoreatlanta.org. While at the site, entrepreneurs are encouraged to sign up for SCORE’s highly praised seminars.

“This new office continues our commitment to small businesses throughout the Greater Atlanta area,” exclaims Fred Abood, SCORE/Atlanta chairman. “We want every business to succeed.”

###

Note to editor: For more information, e-mail office@scoreatlanta.org or call 404-331-0121, or visit the SCORE national site www.score.org. <http://www.sba.gov>. The SCORE Association was formed in 1964 as a

nonprofit association and SBA resource partner dedicated to entrepreneur education and the formation, growth and success of small business nationwide. The association has helped 6.5 million entrepreneurs and is headquartered in Washington, D.C. with 389 chapters throughout the United States and its territories.

SIDEBAR FOLLOWS BELOW:

SCORE at Newnan-Coweta Chamber Brings a Wealth of Small Business Advice

Everyone who opens a small business and runs a small business intends to succeed. There are many factors that contribute to that success: a focused business plan, hard work, quality products and services, to name a few.

Another contributing factor to small business success is good advice, and that is what the SCORE Association Newnan-Coweta office provides. And that advice can come from many advisors, as SCORE/Atlanta has over a hundred counselors affording small business owners the benefit of numerous perspectives. So an entrepreneur can take the insights of many and distill the ideas, insights and advice into what's right for his or her business.

Small businesses represent economic prosperity in America. And, the success of small business is important to any business owner, his employees and to this community. There are more than 25 million small businesses in America. And, small businesses now represent 99 percent of all employers. And, more than half of the private workforce is employed by small business. Small business is a powerhouse both locally and nationally. While we may still hear a lot about big business, small businesses are so important to you and to our community.

SCORE is here as part of the community to offer small businesses advice. Advice-to help small businesses succeed.

VALUABLE SCORE ADVICE

SCORE is a nationwide network of 10,500 volunteers who provide free and confidential small business advice. SCORE has 389 offices across the country, including Atlanta, which has satellite offices in North Atlanta, Cobb County, Gwinnett, and Newnan-Coweta. SCORE provides face-to-face small business counseling and offers local business workshops and seminars.

SCORE, "Counselors to America's Small Business", can be the one advisor that entrepreneurs turn to for real-world advice that's based upon the experience of managing and leading companies, both large and small.

SCORE business counselors volunteer their time as confidential and impartial advisors that you can turn to for business mentoring. A SCORE counselor can help a business owner "think through" business challenges and opportunities. SCORE advisors can assemble a counseling team with experts from different disciplines to help the small business person get advice on topics from finance and marketing to operations.

And SCORE can sit down with the business owner to help make sense of how the advice applies to his or her unique business circumstances. SCORE counselors really listen to the entrepreneur, providing a support system that helps him lead his company.

Small business owners can meet with SCORE once or on an ongoing basis. If they have a simple business question or just want an explanation of how a cash flow statement works, SCORE can provide answers. However, to really get the best value from SCORE clients are encouraged to set up a series of meetings to talk about a business problem or opportunity.

Yes, there are direct answers to specific questions. But, so many of the components of a business are inter-related, and longer discussions can really get to the core issue and help an entrepreneur succeed.

SCORE is very helpful in working with entrepreneurs to think through strategies and untangle problems. Those conversations take a little more time on both sides to realize useful answers. Whether business counseling is one meeting or many meetings. And SCORE always provides this mentoring service free of charge.

SERVICES OFFERED BY SCORE

SCORE counseling is offered as a one-on-one service, where you can meet with a single counselor as an advisor to discuss general management or to work on a specific business issue. SCORE can also assemble a team of counselors with skills in different disciplines such as: finance, human resources and marketing to help with broader business issues-that require different skill sets. SCORE provides a very personalized advising environment, tailoring the counseling sessions to a business owner's specific needs.

In addition, SCORE/Atlanta's web site www.scoreatlanta.org and the national site www.score.org have a wealth of information and hotlinks to help entrepreneurs. SCORE also offers business counseling through the web site. The online service is called Email Counseling. Visit the web site and go to Email Counseling. Then, just enter keywords about a business topic or problem and our online skills database will retrieve mini-resumes of our counselors. You pick the counselor that you think is a good match and email your question. It's as simple as that.

A LITTLE ABOUT SCORE'S HISTORY

Since 1964, SCORE has been serving the small business community with face-to-face mentoring. SCORE has counseled more than 6.5 million entrepreneurs. Since 1997, SCORE has been providing email counseling.

Back in 1964, Maurice du Pont Lee of DuPont Corporation envisioned SCORE. He saw the benefit of matching experienced business executives and owners with new and growing businesses. He saw this as a match that made sure valuable business knowledge wasn't wasted and that new businesses could get advice to accelerate their success.

Many people ask how can SCORE mentor entrepreneurs free-of-charge? Well, there are two reasons. First, SCORE is a resource partner with the U.S. Small Business Administration (SBA). And, the U.S. Congress through the SBA provides SCORE with a grant to help operate SCORE chapters, so SCORE can advise entrepreneurs. SCORE and the SBA have partnered since 1964. SCORE also raises funds in the community to help cover the expense of running a local office.

Second, SCORE's mission is to serve as a public service-a community service-that helps small businesses grow and prosper. SCORE's counselors believe in our community and want area entrepreneurs to succeed-that's why the counselors volunteer their time free of charge.

WHO ARE SCORE VOLUNTEERS?

SCORE's volunteers are retired and working business managers and owners who have enjoyed business success and want to help you succeed with the benefit of their knowledge and their wisdom from the "school of hard knocks." Every SCORE counselor wants to help small businesses succeed and SCORE counseling provides an opportunity for the entrepreneur and advisor to connect.

SCORE business counselors have experienced the economic highs and lows of business cycles. This perspective can help an entrepreneur plan business targets and evaluate business performance. Sometimes, the most valuable service a mentor can provide is a sense of perspective. SCORE counselors an economic context to help a small business owner plan for success.

All SCORE volunteers are guided by a Code of Ethics to protect client privacy. All counseling sessions are kept confidential.

Small businesses can always call upon SCORE as a critical resource. Yes, an entrepreneur can succeed on his own. Can he avoid mistakes and make better plans with the benefit of advisors—yes. SCORE can be a vital member of a small business owner's cadre of trusted advisors, along with his attorney or a trusted colleague.

Small business success is a very real and personal success for every entrepreneur who creates a small business in the Newnan-Coweta communities. The SCORE office is at the Newnan-Coweta Chamber of Commerce, 23 Bullsboro Drive, Newnan 30263. Counseling is available Tuesday and Thursday by appointment only. Call 770-253-2270 to meet with a counselor, or fill out a counseling request online at www.scoreatlanta.org.

SCORE wants every small business to succeed.